



WKMG

ORDER

Print Date 10/19/12 Page 1 of 1

Flight Dates 10/23/12-10/29/12Contract / Revision 253264Original Date / Revision
10/19/12 / 10/19/12Advertiser Pol/A Grayson/ Con/D/FLAgency Buying Time, LLCBuying Contact650 Massachusetts Ave.
Suite 210
Washington, DC 20001Primary Account Executive
Kristen Waskie

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Kristen Waskie	100%		

Product
GRAYSON FOR CONGRESSAgency Com 15%Billing Contact650 Massachusetts Ave.
Suite 210
Washington, DC 20001Sales Office PHISales Region NATAgency RefOrder Sep 00:15:00Estimate # 2046Alt Order # 06222222Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A35+Rev Codes AGY POL CANDProduct Codes PL-Representatives-DemocratPriority P-3Advertiser Ref

Order Share 100% Market Value 0

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

WKMG

ORDER

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Flight Dates 10/07/12-10/15/12

Order Sep 00:15:00

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10/05/12 10/12/12

Advertiser Pol/A Grayson/ Con/D/FL

Agency **Buying Time, LLC**

Buying Contact

**650 Massachusetts Ave.
Suite 210
Washington, DC 20001**

Product

GRAYSON FOR CONGRESS

<u>Agency Com</u>	15%
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Billing Contact

**650 Massachusetts Ave.
Suite 210
Washington, DC 20001**

Sales Office PHI

Sales Region NAT

Agency Ref

Estimate # 2424

Alt Order # 06365268

Billing Type	Cash
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Order Type	GENERAL
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Billing Cycle	EOM/EOC
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Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Representatives-Democrat

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 12550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	19	\$10,667.50	\$12,550.00	0.00	10/01/12	10/15/12	19	\$10,667.50	\$12,550.00
Totals	19	\$10,667.50	\$12,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 1	WKMG	10/12/12	10/12/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	----1--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----1--		1				\$900.00		0.00			
E 2	WKMG	10/08/12	10/08/12	Local 6 News 12-1230p CM Local 6 News 12-1230p		12-1230p	1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-----		1				\$900.00		0.00			
E 3	WKMG	10/08/12	10/15/12	Morn News at 5a CM Morn News at 5a		5-530a	1-----	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-----		1				\$350.00		0.00			
	Week:	10/15/12	10/21/12	1-----		1				\$350.00		0.00			
E 4	WKMG	10/08/12	10/15/12	News at 6p CM News at 6p		6-630p	1-----	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00



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Flight Dates 10/07/12-10/15/12

Hiatus Dates

Original Date / Revision 10/05/12/ 10/12/12

Order Sep 00:15:00

Advertiser **Pol/A Grayson/ Con/D/FL** Product **GRAYSON FOR CONGRESS** Estimate # **2424**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	10/08/12	10/15/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	1-----		1				\$1,000.00		0.00		
	Week:	10/15/12	10/21/12	1-----		1				\$1,000.00		0.00		
E 5	WKMG	10/13/12	10/13/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$350.00	P-2	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	-----2-		2				\$350.00		0.00		
E 6	WKMG	10/14/12	10/14/12	Sun 1135p-1235a Cold Case	CM	1135p-1235a	-----1	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	-----1		1				\$350.00		0.00		
E 7	WKMG	10/14/12	10/14/12	Sun 1235-135a Extra Wknd	CM	1235-135a	-----1	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	-----1		1				\$250.00		0.00		
E 8	WKMG	10/14/12	10/14/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----1	:30	1	\$200.00	P-2	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	-----1		1				\$200.00		0.00		
E 9	WKMG	10/07/12	10/14/12	Sun 630p News Local 6 News at 630p	CM	630-7p	-----1	:30	1	\$700.00	P-2	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/01/12	10/07/12	-----1		1				\$700.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	WKMG	10/01/12-10/07/12	Sun 630p News		630-7p	-----Su	:30		(\$700.00)		0.00 NM		
		See MG 9.3 [NO 630P NEWS]												
	3	WKMG	10/15/12-10/15/12	M-F David Letterman		1136p-1238a	M-----	:30		\$700.00		0.00 NM		
		Ⓜ MG for 9.1 10/07												
	Week:	10/08/12	10/14/12	-----1		1				\$700.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	WKMG	10/08/12-10/14/12	Sun 630p News		630-7p	-----Su	:30		(\$700.00)		0.00 NM		
		See MG 9.4 [News not airing]												
	4	WKMG	10/15/12-10/15/12	M-F David Letterman		1136p-1238a	M-----	:30		\$700.00		0.00 NM		
		Ⓜ MG for 9.2 10/14												
E 10	WKMG	10/11/12	10/11/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---1---	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	---1---		1				\$900.00		0.00		
E 11	WKMG	10/11/12	10/11/12	News at 6p News at 6p	CM	6-630p	---1---	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	---1---		1				\$1,000.00		0.00		
E 12	WKMG	10/09/12	10/09/12	News at 6p News at 6p	CM	6-630p	-1-----	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	-1-----		1				\$1,000.00		0.00		
E 13	WKMG	10/10/12	10/10/12	Local 6 News 12-1230p	CM	12-1230p	--1----	:30	1	\$900.00	P-2	0.00 NM	1	\$900.00



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Hiatus Dates

Original Date / Revision 10/05/12/ 10/12/12

Order Sep 00:15:00

Advertiser **Pol/A Grayson/ Con/D/FL** Product **GRAYSON FOR CONGRESS** Estimate # **2424**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
Local 6 News 12-1230p																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--1----					1	\$900.00		0.00				
E 14	WKMG	10/10/12	10/10/12	Morn News at 5a	CM	5-530a	--1----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00	
				Morn News at 5a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--1----					1	\$350.00		0.00				
E 15	WKMG	10/10/12	10/10/12	News at 6p	CM	6-630p	--1----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00	
				News at 6p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--1----					1	\$1,000.00		0.00				
														Totals	19	\$12,550.00